

## Message Text

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ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 /023 W  
-----067544 120650Z /12

R 111428Z AUG 78  
FM AMEMBASSY BOGOTA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9444  
AMEMBASSY LIMA  
USICA WASHDC

UNCLAS SECTION 1 OF 2 BOGOTA 7522

E.O. 11652: NA  
TAGS: BEXP, ETEL, CO  
SUBJECT: TRADE PROMOTION: COLOR TELEVISION SEMINAR

### 1. SUMMARY.

INDUSTRY SOURCE (AMPEX DE COLOMBIA) HAS INFORMED EMBASSY THAT COLOMBIAN GOVERNMENT DECISION ON COLOR TELEVISION STANDARD WILL LIKELY BE MADE WITHIN NEXT 12 MONTHS AND POSSIBLY WITHIN 6 MONTHS. IN DRAFT CCP, EMBASSY TENTATIVELY HAD SCHEDULED VTR PRESENTATION ON COLOR TELEVISION FOR MAY 1979. TO INCREASE CHANCES FOR ADOPTION OF NTSC, POST BELIEVES IT NECESSARY TO SUBSTITUTE SEMINAR FOR VTR PRESENTATION AND TO CHANGE DATE FROM MAY 1979 TO NOVEMBER 1978. DUE TO SHORT TIME FRAME, EMBASSY REQUESTS RESPONSE ASAP. END OF SUMMARY.

2. RECENT CONTRACT BY INRAVISION, COLOMBIAN NATIONAL TELEVISION NETWORK, WITH FRENCH MANUFACTURER INDICATES THAT DECISION ON STANDARD NOT YET MADE, BUT THAT SOME TENDENCY TO FAVOR FRENCH SECAM STANDARD EXISTS. AS PART OF 12 MILLION DOLLAR CONTRACT IN WHICH INRAVISION BOUGHT COLOR TRANSMISSION EQUIPMENT, FRENCH COMPANY AGREED TO PROVIDE EXTENSIVE TRAINING IN FRANCE FOR 30 INRAVISION EMPLOYEES. CONTRACT STIPULATED THAT STANDARD  
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COULD BE CHOSEN AS LATE AS 3 MONTHS BEFORE DELIVERY DATE OF EQUIPMENT. INDUSTRY SOURCE BELIEVES THAT FOR US, FRENCH ARE STRONGEST COMPETITORS IN SALE OF TRANSMISSION AND PRODUCTION EQUIPMENT IN COLOMBIA. US MANUFACTURES' TECHNOLOGY AND PRICING WOULD BE COMPETITIVE IF SECAM ADOPTED, BUT FAVORABLE FINANCING WOULD GIVE INSIDE TRACK TO FRENCH. MORE IMPORTANT, IF SECAM

ADOPTED, FRENCH WOULD DOMINATE ENORMOUS COLOR RECEIVER MARKET. US RECEIVERS COULD NOT BE UTILIZED IF SECAM STANDARD ADOPTED.

3. EMBASSY BELIEVES THAT IF FACTS MADE KNOWN TO COLOMBIAN DECISION-MAKERS, THEY WOULD REALIZE THAT NTSC IS MOST PRACTICAL CHOICE FOR COLOMBIA. INDUSTRY SOURCE ESTIMATES THAT THERE ARE ALREADY 10-25,000 NTSC COLOR RECEIVERS IN COLOMBIA (2,000,000 BLACK AND WHITE SETS), AS WELL AS THOUSANDS OF BETAMAX WHICH ARE ONLY COMPATIBLE WITH NTSC RECEIVERS. MOST LATIN AMERICAN COUNTRIES HAVE ADOPTED NTSC. WESTERN HEMISPHERE SATELLITE BROADCASTS ARE IN NTSC AND EUROPEAN SATELLITE BROADCASTS ARE CHANGED TO NTSC IN SPAIN BEFORE BROADCASTS TO WESTERN HEMISPHERE. MOST SPANISH LANGUAGE PROGRAMMING AVAILABLE ONLY IN NTSC. PRICE OF NTSC RECEIVERS HALF THAT OF SECAM OR PAL RECEIVERS.

4. INAUGURATION OF COLOMBIAN PRESIDENT JULIO CESAR TURBAY AYALA WAS BROADCAST IN NTSC COLOR IN AUGUST 7 USING EQUIPMENT BORROWED FROM TWO LOCAL PRODUCTION COMPANIES. NEW MINISTER OF COMMUNICATIONS, JOSE MANUEL ARIAS CARRIZOSA, HAS STATED THAT COLOR TELEVISION FOR COLOMBIA IS ONE OF HIS PRIORITIES.

5. SEMINAR ON TOPIC SUCH AS "COLOR TELEVISION: PAST, UNCLASSIFIED

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PRESENT, FUTURE "WOULD PROVIDE AN OPPORTUNITY TO INFORM COLOMBIAN DECISION-MAKERS AND TECHNICAL PERSONNEL OF THE PRACTICAL (AND COMPELLING) REASONS FOR ADOPTING NTSC. INDUSTRY EXPECTS FROM US COMPANIES WOULD PRESENT PAPERS ON RECORDING EQUIPMENT, TRANSMITTERS, PRODUCTION EQUIPMENT, AND PROGRAMMING, AS WELL AS DEMONSTRATE EQUIPMENT. EVEN THE MOST OBJECTIVE PRESENTATIONS WOULD STRONGLY FAVOR THE ADOPTION OF THE NTSC SYSTEM BY COLOMBIA. US MANUFACTURERS HAVE MADE SIMILAR PRESENTATIONS ELSEWHERE AND WILL BE DOING SO AT INDUSTRY CONFERENCE IN LONDON IN SEPTEMBER, 1978. HENCE, EMBASSY EXPECTS COOPERATION FROM MAJOR US FIRMS. BECAUSE COLOMBIAN CHOICE NOT YET MADE, EMBASSY EXPECTS HIGH INTEREST AMONG COLOMBIAN DECISION-MAKERS AND TECHNICAL PERSONNEL.

6. THE FOLLOWING SUGGESTIONS ARE OFFERED FOR SEMINAR TOPICS:

- A) GENERAL INTRODUCTION AND OVERVIEW OF COLOR TELEVISION
- B) RECORDING EQUIPMENT
- C) COLOR TELEVISION CAMERAS
- D) TRANSMISSION EQUIPMENT

E) PRODUCTION AND PROGRAMMING

LOCAL REPRESENTATIVE OF AMPEX HAS OFFERED PERSONNEL FOR HIS COMPANY TO COVER (B) AND (C). AMPEX HAS ALREADY PLANNED TO BRING DEMONSTRATION EQUIPMENT TO COLOMBIA AND IS WILLING TO COORDINATE DEMONSTRATION WITH SEMINAR AS LONG AS IT CAN BE DONE BY FIRST WEEK OF NOVEMBER. SEVERAL COMPANIES WERE RECOMMENDED BY AMPEX TO COVER OTHER TOPICS.

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7. RECRUITMENT OF SEMINAR SPEAKERS COULD BE DONE BY EMBASSY DIRECTLY WITH SUPPORT FROM USDOC. PARTICIPANTS WOULD BE INVITED TO ATTEND BY THE EMBASSY AND INVITATIONS WOULD BE EXTENDED TO SELECTED MEMBERS OF THE MINISTRY OF COMMUNICATIONS, TELECOM (NATIONAL TELECOMMUNICATIONS AGENCY), INRAVISION (NATIONAL TELEVISION BROADCASTING AGENCY), TELEVISION PRODUCERS, TV ASSEMBLERS AND IMPORTERS, AND COMMUNICATIONS/ENGINEERING SCHOOLS OF UNIVERSITIES. PUBLICITY AND PROMOTION CAN EASILY BE DONE BY EMBASSY. SEMINAR SPEAKERS WOULD BE ASKED TO FUND THEIR OWN PARTICIPATION INCLUDING TRAVEL AND HOTELS. THE SEMINAR WOULD BE HELD IN A LARGE MEETING ROOM IN A LOCAL HOTEL.

8. THE FOLLOWING FUNDS ARE REQUESTED FROM USDOC TO SUPPORT THE EVENT:

I. SEMINAR

A. MISSION SECRETARIES:

SENIOR SECRETARY (DOLLARS 25/DAY FOR 26 DAYS).

ASST. SECRETARY (DOLLARS 22/DAY FOR 18 DAYS) 1,046

B. TWO SIMULTANEOUS TRANSLATORS (DOLLARS 175/  
DAY FOR 3 DAYS EACH) 1,050  
C. SIMULTANEOUS TRANSLATION EQUIPMENT  
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(PROVIDED BY EMBASSY) -0-  
D. RENTAL OF MEETING ROOM AND PREPARATIONS  
(THREE DAYS) 1,200  
E. TRANSLATION, REPRODUCTION, AND PREPARATION  
OF 300 SETS OF SEMINAR PAPERS 1,070  
F. TRANSLATION, COMPOSITION, AND PRINTING  
OF 500 BROCHURES 300  
G. POSTAGE 100  
H. MISCELLANEOUS (INCLDING FSL OVERTIME) 125  
SUB-TOTAL I 4,891

II SEPARATE BUDGET FOR REPRESENTATION:

A. RENTAL OF PRESIDENTIAL SUITE AT TEQUENDAMA  
HOTEL 160  
B. RECEPTION IN SUITE OF TEQUENDAMA HOTEL  
FOR 100 GUESTS (COMMISARY BEVERAGES,  
CORKAGE, WAITERS, HORS D'OEUVRES, MIXES,  
ETC.) 720  
C. PRINTING AND DELIVERY OF 250 INVITATIONS 110  
SUB-TOTAL II 990  
TOTAL 5,881

9. IN ORDER FOR SEMINAR TO INFLUENCE COLOR TELEVISION  
DECISION-MAKERS, IT IS IMPERATIVE FOR EVENT TO BE HELD IN  
EARLY NOVEMBER AT LATEST. DUE TO SHORT TIME FRAME,  
EMBASSY REQUEST RESPONSE TO FOLLOWING POINTS ASAP.

A. CAN USDOC PROVIDE FOLLOW-UP SUPPORT TO EMBASSY  
RECRUITMENT EFFORTS IN THE FORM OF CONSTANT TELEPHONE  
CONTACT WITH PROSPECTIVE SPEAKERS?

B. WOULD IT BE POSSIBLE FOR USDOC SUPPORT IN SHIPPING  
EQUIPMENT (IF NECESSARY)?

C. CAN FUNDING BE PROVIDED AS OUTLINED IN PARA 8?

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## Message Attributes

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**Decaption Date:** 01 jan 1960  
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Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014